# 1994 Cumulative Index

Volume 37, Numbers 1-6

## ARTICLES

## **Business Education**

Clifford J. Elliott, Jack S. Goodwin, and James C. Goodwin, "MBA Programs and Business Needs: Is There a Mismatch?" July-Aug: 55-60.

#### **Business Ethics**

Susan G. Rozensher and P. Everett Fergenson, "Business Faculty Perspectives on Ethics: A National Survey," July-Aug: 61-67.

## **Business and Society**

Rex S. Toh, "The High Cost of Motoring in Singapore," Mar-Apr: 68-74.

Robert E. Weigand, "Managing Beliefs, Managing Silence," Nov-Dec: 58-65.

#### Communication

Kathleen Kelley Reardon and Robert E. Spekman, "Starting Out Right: Negotiation Lessons for Domestic and Cross-Cultural Business Alliances," Jan-Feb: 71-79.

## The Editor's Chair

Christopher K. Bart, "Back to the Future: Timeless Lessons for Organizational Success," Nov-Dec: 1-5.

Harvey C. Bunke, "Summing Up," May-June: 1-26

John W. Collins, "Is Business Ethics an Oxymoron?" Sep-Oct: 1-8.

Harry Gaines, "The Disconnect Between Scientists and Corporations," July-Aug: 1-4.

Ralph R. Reiland and Sarah J. McCarthy, "The Anti-Capitalist Mentality of Clintonomics," Mar-Apr: 1-6.

Neil H. Snyder and Michelle Graves, "Leadership and Vision," Jan-Feb: 1-7.

# Entrepreneurship

Richard L. Osborne, "Second Phase Entrepreneurship: Breaking Through the Growth Wall," Jan-Feb: 80-86.

#### **Finance and Investment**

W. Keith Schilit, "Evaluating the Performance of Venture Capital Investments," Sep-Oct: 70-75.

W. Keith Schilit, "The Case Against Quality," Nov-Dec: 27-34.

## **Human Resources Management**

Joseph V. Anderson, "Creativity and Play: A Systematic Approach to Managing Innovation," Mar-Apr: 80-85.

Glenn Bassett, "The Case Against Job Satisfaction," May-June: 61-68.

Gerald E. Calvasina, Richard V. Calvasina, and Eugene J. Calvasina, "Thirty Years in the Hole: Management and Antidiscrimination Legislation," Nov-Dec: 66-72.

Jeff Davidson, "'Overworked Americans' or Overwhelmed Americans?" Jan-Feb: 62-66.

D. Keith Denton, "!\*#\*@#! I Hate This Job!" Jan-Feb: 46-52.

D. Keith Denton, "The Power of Flexibility," July-Aug: 43-46.

# 1994 Cumulative Index

Volume 37, Numbers 1-6

## ARTICLES

## **Business Education**

Clifford J. Elliott, Jack S. Goodwin, and James C. Goodwin, "MBA Programs and Business Needs: Is There a Mismatch?" July-Aug: 55-60.

#### **Business Ethics**

Susan G. Rozensher and P. Everett Fergenson, "Business Faculty Perspectives on Ethics: A National Survey," July-Aug: 61-67.

## **Business and Society**

Rex S. Toh, "The High Cost of Motoring in Singapore," Mar-Apr: 68-74.

Robert E. Weigand, "Managing Beliefs, Managing Silence," Nov-Dec: 58-65.

#### Communication

Kathleen Kelley Reardon and Robert E. Spekman, "Starting Out Right: Negotiation Lessons for Domestic and Cross-Cultural Business Alliances," Jan-Feb: 71-79.

## The Editor's Chair

Christopher K. Bart, "Back to the Future: Timeless Lessons for Organizational Success," Nov-Dec: 1-5.

Harvey C. Bunke, "Summing Up," May-June: 1-26

John W. Collins, "Is Business Ethics an Oxymoron?" Sep-Oct: 1-8.

Harry Gaines, "The Disconnect Between Scientists and Corporations," July-Aug: 1-4.

Ralph R. Reiland and Sarah J. McCarthy, "The Anti-Capitalist Mentality of Clintonomics," Mar-Apr: 1-6.

Neil H. Snyder and Michelle Graves, "Leadership and Vision," Jan-Feb: 1-7.

# Entrepreneurship

Richard L. Osborne, "Second Phase Entrepreneurship: Breaking Through the Growth Wall," Jan-Feb: 80-86.

#### **Finance and Investment**

W. Keith Schilit, "Evaluating the Performance of Venture Capital Investments," Sep-Oct: 70-75.

W. Keith Schilit, "The Case Against Quality," Nov-Dec: 27-34.

## **Human Resources Management**

Joseph V. Anderson, "Creativity and Play: A Systematic Approach to Managing Innovation," Mar-Apr: 80-85.

Glenn Bassett, "The Case Against Job Satisfaction," May-June: 61-68.

Gerald E. Calvasina, Richard V. Calvasina, and Eugene J. Calvasina, "Thirty Years in the Hole: Management and Antidiscrimination Legislation," Nov-Dec: 66-72.

Jeff Davidson, "'Overworked Americans' or Overwhelmed Americans?" Jan-Feb: 62-66.

D. Keith Denton, "!\*#\*@#! I Hate This Job!" Jan-Feb: 46-52.

D. Keith Denton, "The Power of Flexibility," July-Aug: 43-46.

J.H. Foegen, "New Member of the Family?" Mar-Apr: 86-89.

Kathy Franchi and Robert A. Fleck, Jr., "Ergonomic Improvements in the Office Environment," Mar-Apr: 75-79.

Karen S. Kush and Linda K. Stroh, "Flextime: Myth or Reality?" Sep-Oct: 51-55.

Clinton O. Longenecker and Frederick R. Post, "The Management Termination Trap," May-June: 71-79.

Fiona A.E. McQuarrie, "Telecommuting: Who Really Benefits?" Nov-Dec: 79-83.

Peter Meyer, "Successful Promotions and the Bucket of Ashes," May-June: 69-70.

Peter Meyer, "Can You Give Good, Inexpensive Rewards? Some Real-Life Answers," Nov-Dec: 84-85.

Bette Ann Stead, "Worksite Health Programs: A Significant Cost-Cutting Approach," Nov-Dec: 73-78.

## International Business

Gary Bonvillian and William A. Nowlin, "Cultural Awareness: An Essential Element of Doing Business Abroad," Nov-Dec: 44-50.

Chi-fai Chan and Neil B. Holbert, "Whose Empire Is This, Anyway? Reflections on the Empire State of Multinational Corporations," July-Aug: 51-54.

Terry Clark, "Moving Mountains to Market: Reflections on Restructuring the Russian Economy," Mar-Apr: 16-21.

Eugene H. Fram and Riad Ajami, "Globalization of Markets and Shopping Stress: Cross-Country Comparisons," Jan-Feb: 17-23.

Clinton O. Longenecker and Serguei Popovski, "Managerial Trials of Privatization: Retooling Russian Managers," Nov-Dec: 35-43.

Robert N. Lussier, Robert W. Baeder, and Joel Corman, "Measuring Global Practices: Global Strategic Planning Through Company Situational Analysis," Sep-Oct: 56-63.

Howard Tu and Sherry E. Sullivan, "Preparing Yourself for an International Assignment," Jan-Feb: 67-70.

## Management

Richard E. Anderson, "Matrix Redux," Nov-Dec: 6-10.

Christopher K. Bart, "Gagging on Chaos," Sep-Oct: 26-36.

James A. Belasco and Ralph C. Stayer, "Why Empowerment Doesn't Empower: The Bankruptcy of Current Paradigms," Mar-Apr: 29-41.

Evan Berman, Eduardo Vasconcellos, and William B. Werther, Jr., "Executive Levers for the Strategic Management of Technology," Jan-Feb: 53-61.

William S. Brown, Rebecca E. Lubove, and James Kwalwasser, "*Karosbi*: Alternative Perspectives of Japanese Management Styles," Mar-Apr: 58-60.

Barbara A. Carlin, Michael J. Dowling, William D. Roering, John Wyman, John Kalinoglou, and Greg Clyburn, "Sleeping with the Enemy: Doing Business with a Competitor," Sep-Oct: 9-15.

Min Chen, "Sun Tzu's Strategic Thinking and Contemporary Business," Mar-Apr: 42-48.

Alan B. Cheney, Henry P. Sims, Jr., and Charles C. Manz, "Teams and TQM," Sep-Oct: 16-25.

Ronald W. Clement, "Culture, Leadership, and Power: The Keys to Organizational Change," Jan-Feb: 33-39.

David W. Cravens, Shannon H. Shipp, and Karen S. Cravens, "Reforming the Traditional Organization: The Mandate for Developing Networks," July-Aug: 19-28.

Craig Dreilinger, "Why Management Fads Fizzle," Nov-Dec: 11-15.

Dick Dunsing and Ken Matejka, "Overcoming the BOHICA Effect," July-Aug: 40-42.

James R. Emshoff, "How to Increase Employee Loyalty While You Downsize," Mar-Apr: 49-57.

John L. Escover, "Focus: Value," July-Aug: 47-50.

Katherine Farquhar, "The Myth of the Forever Leader: Organizational Recovery from Broken Leadership," Sep-Oct: 42-50.

William E. Fulmer and Jack S. Goodwin, "So You Want to Be a Superior Service Provider? Start by Answering Your Mail," Nov-Dec: 23-26.

Joseph T. Gilbert, "Choosing an Innovation Strategy: Theory and Practice," Nov-Dec: 16-22.

Jeffrey B. Kaufmann, Idalene F. Kesner, and Thomas Lee Hazen, "The Myth of Full Disclosure: A Look at Organizational Communications During Crises," July-Aug: 29-39.

Eugene Marlow, "The Electrovisual Manager: Media and American Corporate Management," Mar-Apr: 61-67.

Walter F. McCanna, Robert F. Pearse, and Donald A. Zrebiec, "Career Strategies for the 1990s Manager," May-June: 27-31.

Arch Patton, "The Making of Multimillion-Dollar Executives," May-June: 32-39.

Joseph V. Quigley, "Vision: How Leaders Develop It, Share It, and Sustain It," Sep-Oct: 37-41.

Joseph A. Raelin, "Espoused Action: It's a Matter of Consistency," May-June: 44-51.

Robert R. Rehder, "Is Saturn Competitive?" Mar-Apr: 7-15.

James H. Reynierse, "Ten Commandments for CEOs Seeking Organizational Change," Jan-Feb: 40-45.

Ira E. Smolowitz, "A Dozen Enduring Myths About Management," May-June: 40-43.

Rebecca A. Thacker, "Innovative Steps to Take in Sexual Harassment Prevention," Jan-Feb: 29-32.

Bruce A. Walters, Steve Peters, and Gregory G. Dess, "Strategic Alliances and Joint Ventures: Making Them Work," July-Aug: 5-10.

Dale E. Yeatts, Martha Hipskind, and Debra Barnes, "Lessons Learned From Self-Managed Work Teams," July-Aug: 11-18.

## Marketing

L. McTier Anderson, "Marketing Science: Where's the Beef?" Jan-Feb: 8-16.

Conrad Berenson and Iris Mohr-Jackson, "Product Rejuvenation: A Less Risky Alternative to Product Innovation," Nov-Dec: 51-57.

Kenneth G. Hardy and Allan J. Magrath, "Building Customer Partnerships," Jan-Feb: 24-28.

H. Michael Hayes, "ISO9000: The New Strategic Consideration," May-June: 52-60.

Bill Parks, Steven W. Pharr, and Bradley D. Lockeman, "A Marketer's Guide to Clausewitz: Lessons for Winning Market Share," July-Aug: 68-73.

Stanley F. Slater and John C. Narver, "Market Orientation, Customer Value, and Superior Performance," Mar-Apr: 22-28.

William R. Swinyard and Heikki J. Rinne, "The Six Shopping Worlds of Baby Boomers," Sep-Oct: 64-69.

## **Operations Management**

Richard M. Hodgetts, "Quality Lessons from America's Baldrige Winners," July-Aug: 74-79.

Roger Schmenner and Charles Lackey, "'Slash and Burn' Doesn't Kill Weeds: Other Ways to Downsize the Manufacturing Organization," July-Aug: 80-87.

Roger G. Schroeder and Michael J. Pesch, "Focusing the Factory: Eight Lessons," Sep-Oct: 76-81.

#### **BOOK NOTES**

May-June: 80-86.

Sep-Oct: 82-89.

# **BOOK REVIEWS**

Big Blues: The Unmaking of IBM, by Paul Carroll. Reviewed by Henry H. Beam, Jan-Feb: 87-88.

Out of Work: Unemployment and Government in Twentietb-Century America, by Richard K. Vedder and Lowell E. Galloway. Reviewed by Alfred Diamant, Jan-Feb: 88-89.

Rethinking the Corporation: The Architecture of Change, by Robert M. Tomasko. Reviewed by Henry H. Beam, May-June: 87-88.

# **AUTHOR INDEX**

Ajami, Riad and Eugene H. Fram, "Globalization of Markets and Shopping Stress: Cross-Country Comparisons," Jan-Feb: 17-23.

Anderson, Joseph V., "Creativity and Play: A Systematic Approach to Managing Innovation," Mar-Apr: 80-85.

Anderson, L. McTier, "Marketing Science: Where's the Beef?" Jan-Feb: 8-16.

Anderson, Richard E., "Matrix Redux," Nov-Dec: 6-10.

Baeder, Robert W., Robert N. Lussier, and Joel Corman, "Measuring Global Practices: Global Strategic Planning Through Company Situational Analysis," Sep-Oct: 56-63.

Barnes, Debra, Dale E. Yeatts, and Martha Hipskind, "Lessons Learned From Self-Managed Work Teams," July-Aug: 11-18.

Bart, Christopher K., "Gagging on Chaos," Sep-Oct: 26-36.

Bart, Christopher K., "Back to the Future: Timeless Lessons for Organizational Success," Nov-Dec: 1-5.

Bassett, Glenn, "The Case Against Job Satisfaction," May-June: 61-68.

Belasco, James A. and Ralph C. Stayer, "Why Empowerment Doesn't Empower: The Bankruptcy of Current Paradigms," Mar-Apr: 29-41.

Berenson, Conrad and Iris Mohr-Jackson, "Product Rejuvenation: A Less Risky Alternative to Product Innovation," Nov-Dec: 51-57.

Berman, Evan, Eduardo Vasconcellos, and William B. Werther, Jr., "Executive Levers for the Strategic Management of Technology," Jan-Feb: 53-61.

Bonvillian, Gary and William A. Nowlin, "Cultural Awareness: An Essential Element of Doing Business Abroad," Nov-Dec: 44-50.

Brown, William S., Rebecca E. Lubove, and James Kwalwasser, "*Karosbi:* Alternative Perspectives of Japanese Management Styles," Mar-Apr: 58-60.

Bunke, Harvey C., "Summing Up," May-June: 1-26.

Calvasina, Eugene J., Gerald E. Calvasina, Richard V. Calvasina, "Thirty Years in the Hole: Management and Antidiscrimination Legislation," Nov-Dec: 66-72.

Calvasina, Gerald E., Richard V. Calvasina, and Eugene J. Calvasina, "Thirty Years in the Hole: Management and Antidiscrimination Legislation," Nov-Dec: 66-72.

Calvasina, Richard V., Gerald E. Calvasina, and Eugene J. Calvasina, "Thirty Years in the Hole: Management and Antidiscrimination Legislation," Nov-Dec: 66-72.

Carlin, Barbara A., Michael J. Dowling, William D. Roering, John Wyman, John Kalinoglou, and Greg Clyburn, "Sleeping with the Enemy: Doing Business with a Competitor," Sep-Oct: 9-15.

Chan, Chi-fai and Neil B. Holbert, "Whose Empire Is This, Anyway? Reflections on the Empire State of Multinational Corporations," July-Aug: 51-54.

Chen, Min, "Sun Tzu's Strategic Thinking and Contemporary Business," Mar-Apr: 42-48.

Cheney, Alan B., Henry P. Sims, Jr., and Charles C. Manz, "Teams and TQM," Sep-Oct: 16-25.

Clark, Terry, "Moving Mountains to Market: Reflections on Restructuring the Russian Economy," Mar-Apr: 16-21.

Clement, Ronald W., "Culture, Leadership, and Power: The Keys to Organizational Change," Jan-Feb: 33-39.

Clyburn, Greg, Barbara A. Carlin, Michael J. Dowling, William D. Roering, John Wyman, and John Kalinoglou, "Sleeping with the Enemy: Doing Business with a Competitor," Sep-Oct: 9-15

Collins, John W., "Is Business Ethics an Oxymoron?" Sep-Oct: 1-8.

Corman, Joel, Robert N. Lussier, and Robert W. Baeder, "Measuring Global Practices: Global Strategic Planning Through Company Situational Analysis," Sep-Oct: 56-63.

Cravens, David W., Shannon H. Shipp, and Karen S. Cravens, "Reforming the Traditional Organization: The Mandate for Developing Networks," July-Aug: 19-28.

Cravens, Karen S., David W. Cravens, and Shannon H. Shipp, "Reforming the Traditional Organization: The Mandate for Developing Networks," July-Aug: 19-28.

Davidson, Jeff, "Overworked Americans' or *Overwhelmed* Americans?" Jan-Feb: 62-66.

Denton, D. Keith, "!\*#\*@#! I Hate This Job!" Jan-Feb: 46-52.

Denton, D. Keith, "The Power of Flexibility," July-Aug: 43-46.

Dess, Gregory G., Bruce A. Walters, and Steve Peters, "Strategic Alliances and Joint Ventures: Making Them Work," July-Aug: 5-10.

Dowling, Michael J., Barbara A. Carlin, William D. Roering, John Wyman, John Kalinoglou, and Greg Clyburn, "Sleeping with the Enemy: Doing Business with a Competitor," Sep-Oct: 9-15.

Dreilinger, Craig, "Why Management Fads Fizzle," Nov-Dec: 11-15.

Dunsing, Dick and Ken Matejka, "Overcoming the BOHICA Effect," July-Aug: 40-42.

Elliott, Clifford J., Jack S. Goodwin, and James C. Goodwin, "MBA Programs and Business Needs: Is There a Mismatch?" July-Aug: 55-60.

Emshoff, James R., "How to Increase Employee Loyalty While You Downsize," Mar-Apr: 49-57.

Escover, John L., "Focus: Value," July-Aug: 47-50.

Farquhar, Katherine, "The Myth of the Forever Leader: Organizational Recovery from Broken Leadership," Sep-Oct: 42-50.

Fergenson, P. Everett and Susan G. Rozensher, "Business Faculty Perspectives on Ethics: A National Survey," July-Aug: 61-67.

Fleck, Robert A., Jr., and Kathy Franchi, "Ergonomic Improvements in the Office Environment," Mar-Apr: 75-79.

Foegen, J.H., "New Member of the Family?" Mar-Apr: 86-89.

Fram, Eugene H. and Riad Ajami, "Globalization of Markets and Shopping Stress: Cross-Country Comparisons," Jan-Feb: 17-23.

Franchi, Kathy and Robert A. Fleck, Jr., "Ergonomic Improvements in the Office Environment," Mar-Apr: 75-79.

Fulmer, William E. and Jack S. Goodwin, "So You Want to Be a Superior Service Provider? Start by Answering Your Mail," Nov-Dec: 23-26.

Gaines, Harry, "The Disconnect Between Scientists and Corporations," July-Aug: 1-4.

Gilbert, Joseph T., "Choosing an Innovation Strategy: Theory and Practice," Nov-Dec: 16-22.

Goodwin, Jack S., Clifford J. Elliott, and James C. Goodwin, "MBA Programs and Business Needs: Is There a Mismatch?" July-Aug: 55-60.

Goodwin, Jack S. and William E. Fulmer, "So You Want to Be a Superior Service Provider? Start by Answering Your Mail," Nov-Dec: 23-26.

Goodwin, James C., Clifford J. Elliott, and Jack S. Goodwin, "MBA Programs and Business Needs: Is There a Mismatch?" July-Aug: 55-60.

Graves, Michelle and Neil H. Snyder, "Leadership and Vision," Jan-Feb: 1-7.

Hardy, Kenneth G. and Allan J. Magrath, "Building Customer Partnerships," Jan-Feb: 24-28.

Hayes, H. Michael, "ISO9000: The New Strategic Consideration," May-June: 52-60.

Hazen, Thomas Lee, Jeffrey B. Kaufmann, Idalene F. Kesner, "The Myth of Full Disclosure: A Look at Organizational Communications During Crises," July-Aug: 29-39.

Hipskind, Martha, Dale E. Yeatts, and Debra Barnes, "Lessons Learned From Self-Managed Work Teams," July-Aug: 11-18.

Hodgetts, Richard M., "Quality Lessons from America's Baldrige Winners," July-Aug: 74-79.

Holbert, Neil B. and Chi-fai Chan, "Whose Empire Is This, Anyway? Reflections on the Empire State of Multinational Corporations," July-Aug: 51-54.

Kalinoglou, John, Barbara A. Carlin, Michael J. Dowling, William D. Roering, John Wyman, and Greg Clyburn, "Sleeping with the Enemy: Doing Business with a Competitor," Sep-Oct: 9-15.

Kaufmann, Jeffrey B., Idalene F. Kesner, and Thomas Lee Hazen, "The Myth of Full Disclosure: A Look at Organizational Communications During Crises," July-Aug: 29-39. Kesner, Idalene F., Jeffrey B. Kaufmann, and Thomas Lee Hazen, "The Myth of Full Disclosure: A Look at Organizational Communications During Crises," July-Aug: 29-39.

Kush, Karen S. and Linda K. Stroh, "Flextime: Myth or Reality?" Sep-Oct: 51-55.

Kwalwasser, James, William S. Brown, and Rebecca E. Lubove, "*Karoshi*: Alternative Perspectives of Japanese Management Styles," Mar-Apr: 58-60.

Lackey, Charles and Roger Schmenner, "Slash and Burn' Doesn't Kill Weeds: Other Ways to Downsize the Manufacturing Organization," July-Aug: 80-87.

Lockeman, Bradley D., Bill Parks, and Steven W. Pharr, "A Marketer's Guide to Clausewitz: Lessons for Winning Market Share," July-Aug: 68-73.

Longenecker, Clinton O. and Serguei Popovski, "Managerial Trials of Privatization: Retooling Russian Managers." Nov-Dec: 35-43.

Longenecker, Clinton O. and Frederick R. Post, "The Management Termination Trap," May-June: 71-79.

Lubove, Rebecca E., William S. Brown, and James Kwalwasser, "*Karoshi*: Alternative Perspectives of Japanese Management Styles," Mar-Apr: 58-60.

Lussier, Robert N., Robert W. Baeder, and Joel Corman, "Measuring Global Practices: Global Strategic Planning Through Company Situational Analysis," Sep-Oct: 56-63.

Magrath, Allan J. and Kenneth G. Hardy, "Building Customer Partnerships," Jan-Feb: 24-28.

Manz, Charles C., Alan B. Cheney, and Henry P. Sims, Jr., "Teams and TQM," Sep-Oct: 16-25.

Marlow, Eugene, "The Electrovisual Manager: Media and American Corporate Management," Mar-Apr: 61-67.

Matejka, Ken and Dick Dunsing, "Overcoming the BOHICA Effect," July-Aug: 40-42.

McCanna, Walter F., Robert F. Pearse, and Donald A. Zrebiec, "Career Strategies for the 1990s Manager," May-June: 27-31.

McCarthy, Sarah J. and Ralph R. Reiland, "The Anti-Capitalist Mentality of Clintonomics," Mar-Apr: 1-6.

McQuarrie, Fiona A.E., "Telecommuting: Who Really Benefits?" Nov-Dec: 79-83.

Meyer, Peter, "Successful Promotions and the Bucket of Ashes," May-June: 69-70.

Meyer, Peter, "Can You Give Good, Inexpensive Rewards? Some Real-Life Answers," Nov-Dec: 84-85

Mohr-Jackson, Iris and Conrad Berenson, "Product Rejuvenation: A Less Risky Alternative to Product Innovation," Nov-Dec: 51-57.

Narver, John C. and Stanley F. Slater, "Market Orientation, Customer Value, and Superior Performance," Mar-Apr: 22-28.

Nowlin, William A. and Gary Bonvillian, "Cultural Awareness: An Essential Element of Doing Business Abroad," Nov-Dec: 44-50.

Osborne, Richard L., "Second Phase Entrepreneurship: Breaking Through the Growth Wall," Jan-Feb: 80-86.

Parks, Bill, Steven W. Pharr, and Bradley D. Lockeman, "A Marketer's Guide to Clausewitz: Lessons for Winning Market Share," July-Aug: 68-73.

Patton, Arch, "The Making of Multimillion-Dollar Executives," May-June: 32-39.

Pearse, Robert F., Walter F. McCanna, and Donald A. Zrebiec, "Career Strategies for the 1990s Manager," May-June: 27-31.

Pesch, Michael J. and Roger G. Schroeder, "Focusing the Factory: Eight Lessons," Sep-Oct: 76-81.

Peters, Steve, Bruce A. Walters, and Gregory G. Dess, "Strategic Alliances and Joint Ventures: Making Them Work," July-Aug: 5-10.

Pharr, Steven W., Bill Parks, and Bradley D. Lockeman, "A Marketer's Guide to Clausewitz: Lessons for Winning Market Share," July-Aug: 68-73.

Popovski, Serguei and Clinton O. Longenecker, "Managerial Trials of Privatization: Retooling Russian Managers," Nov-Dec: 35-43.

Post, Frederick R. and Clinton O. Longenecker, "The Management Termination Trap," May-June: 71-79. Quigley, Joseph V., "Vision: How Leaders Develop It, Share It, and Sustain It," Sep-Oct: 37-41.

Raelin, Joseph A., "Espoused Action: It's a Matter of Consistency," May-June: 44-51.

Reardon, Kathleen Kelley and Robert E. Spekman, "Starting Out Right: Negotiation Lessons for Domestic and Cross-Cultural Business Alliances," Jan-Feb: 71-79.

Rehder, Robert R., "Is Saturn Competitive?" Mar-Apr: 7-15.

Reiland, Ralph R. and Sarah J. McCarthy, "The Anti-Capitalist Mentality of Clintonomics," Mar-Apr: 1-6.

Reynierse, James H., "Ten Commandments for CEOs Seeking Organizational Change," Jan-Feb: 40-45.

Rinne, Heikki J. and William R. Swinyard, "The Six Shopping Worlds of Baby Boomers," Sep-Oct: 64-69.

Roering, William D., Barbara A. Carlin, Michael J. Dowling, John Wyman, John Kalinoglou, and Greg Clyburn, "Sleeping with the Enemy: Doing Business with a Competitor," Sep-Oct: 9-15.

Rozensher, Susan G. and P. Everett Fergenson, "Business Faculty Perspectives on Ethics: A National Survey," July-Aug: 61-67.

Schilit, W. Keith, "Evaluating the Performance of Venture Capital Investments," Sep-Oct: 70-75.

Schilit, W. Keith, "The Case Against Quality," Nov-Dec: 27-34.

Schmenner, Roger and Charles Lackey, "Slash and Burn' Doesn't Kill Weeds: Other Ways to Downsize the Manufacturing Organization," July-Aug: 80-87.

Schroeder, Roger G. and Michael J. Pesch, "Focusing the Factory: Eight Lessons," Sep-Oct: 76-81.

Shipp, Shannon H., David W. Cravens, and Karen S. Cravens, "Reforming the Traditional Organization: The Mandate for Developing Networks," July-Aug: 19-28.

Sims, Henry P., Jr., Alan B. Cheney, and Charles C. Manz, "Teams and TQM," Sep-Oct: 16-25.

Slater, Stanley F. and John C. Narver, "Market Orientation, Customer Value, and Superior Performance," Mar-Apr: 22-28.

Smolowitz, Ira E., "A Dozen Enduring Myths About Management," May-June: 40-43.

Snyder, Neil H. and Michelle Graves, "Leadership and Vision," Jan-Feb: 1-7.

Spekman, Robert E. and Kathleen Kelley Reardon, "Starting Out Right: Negotiation Lessons for Domestic and Cross-Cultural Business Alliances," Jan-Feb: 71-79.

Stayer, Ralph C. and James A. Belasco, "Why Empowerment Doesn't Empower: The Bankruptcy of Current Paradigms," Mar-Apr: 29-41.

Stead, Bette Ann, "Worksite Health Programs: A Significant Cost-Cutting Approach," Nov-Dec: 73-78

Stroh, Linda K., and Karen S. Kush, "Flextime: Myth or Reality?" Sep-Oct: 51-55.

Sullivan, Sherry E. and Howard Tu, "Preparing Yourself for an International Assignment," Jan-Feb: 67-70.

Swinyard, William R. and Heikki J. Rinne, "The Six Shopping Worlds of Baby Boomers," Sep-Oct: 64-69.

Thacker, Rebecca A., "Innovative Steps to Take in Sexual Harassment Prevention," Jan-Feb: 29-32.

Toh, Rex S., "The High Cost of Motoring in Singapore," Mar-Apr: 68-74.

Tu, Howard and Sherry E. Sullivan, "Preparing Yourself for an International Assignment," Jan-Feb: 67-70.

Vasconcellos, Eduardo, Evan Berman, and William B. Werther, Jr., "Executive Levers for the Strategic Management of Technology," Jan-Feb: 53-61.

Walters, Bruce A., Steve Peters, and Gregory G. Dess, "Strategic Alliances and Joint Ventures: Making Them Work," July-Aug: 5-10.

Weigand, Robert E., "Managing Beliefs, Managing Silence," Nov-Dec: 58-65.

Werther, William B., Jr., Evan Berman, and Eduardo Vasconcellos, "Executive Levers for the Strategic Management of Technology," Jan-Feb: 53-61. Wyman, John, Barbara A. Carlin, Michael J. Dowling, William D. Roering, John Kalinoglou, and Greg Clyburn, "Sleeping with the Enemy: Doing Business with a Competitor," Sep-Oct: 9-15.

Yeatts, Dale E., Martha Hipskind, and Debra Barnes, "Lessons Learned From Self-Managed Work Teams," July-Aug: 11-18.

Zrebiec, Donald A., Walter F. McCanna, and Robert F. Pearse, "Career Strategies for the 1990s Manager," May-June: 27-31.